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TRANSMITTAL FORM (to be used for all correspondence after initial filing)	Applicati n Numb r	09/821,003
	Filing Date	March 29, 2001
	First Named Inventor	Vijay Mayadas
	Group Art Unit	2152
	Examiner Name	
Total Number of Pages in This Submission	Attorney Docket Number	13372-102

ENCLOSURES (check all that apply)		
<input type="checkbox"/> Fee Transmittal Form	<input type="checkbox"/> Assignment Papers (for an Application)	<input type="checkbox"/> After Allowance Communication to Group
<input type="checkbox"/> Fee Attached	<input checked="" type="checkbox"/> Drawing(s)	<input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences
<input type="checkbox"/> Amendment / Reply	<input type="checkbox"/> Licensing-related Papers	<input type="checkbox"/> Appeal Communication to Group (Appeal Notice, Brief, Reply Brief)
<input type="checkbox"/> After Final	<input type="checkbox"/> Petition	<input type="checkbox"/> Proprietary Information
<input type="checkbox"/> Affidavits/declaration(s)	<input type="checkbox"/> Petition to Convert to a Provisional Application	<input type="checkbox"/> Status Letter
<input type="checkbox"/> Extension of Time Request	<input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address	<input checked="" type="checkbox"/> Other Enclosure(s) (please identify below):
<input type="checkbox"/> Express Abandonment Request	<input type="checkbox"/> Terminal Disclaimer	Post Card
<input type="checkbox"/> Information Disclosure Statement	<input type="checkbox"/> Request for Refund	copy of Notice to File
<input type="checkbox"/> Certified Copy of Priority Document(s)	<input type="checkbox"/> CD, Number of CD(s) _____	Corrected Application
<input type="checkbox"/> Response to Missing Parts/ Incomplete Application	Remarks	Papers
<input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT	
Firm or Individual name	Christine M. Kuta Reg. No.: 38,001
Signature	<i>Christine M. Kuta</i>
Date	June 26, 2001

CERTIFICATE OF MAILING			
I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, Washington, DC 20231 on this date: June 26, 2001			
Typed or printed name	Renee P. Granito	Date	June 26, 2001
Signature	<i>Renee P. Granito</i>		

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APPLICATION NUMBER	FILING/RECEIPT DATE	FIRST NAMED APPLICANT	ATTORNEY DOCKET NUMBER
09/821,003	03/29/2001	Vijay Mayadas	13372-102

CONFIRMATION NO. 8520

26486
PERKINS, SMITH & COHEN LLP
ONE BEACON STREET
30TH FLOOR
BOSTON, MA 02108

FORMALITIES LETTER



OC000000006126729

Date Mailed: 05/30/2001

NOTICE TO FILE CORRECTED APPLICATION PAPERS

Filing Date Granted

This application has been accorded an Application Number and Filing Date. The application, however, is informal since it does not comply with the regulations for the reason(s) indicated below. Applicant is given **TWO MONTHS** from the date of this Notice within which to correct the informalities indicated below. Extensions of time may be obtained by filing a petition accompanied by the extension fee under the provisions of 37 CFR 1.136(a)

The required item(s) identified below must be timely submitted to avoid abandonment:

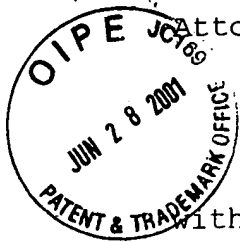
- Substitute drawings in compliance with 37 CFR 1.84 because:
 - drawing sheets do not have the appropriate margin(s) (see 37 CFR 1.84(g)). Each sheet must include a top margin of at least 2.5 cm. (1 inch), a left side margin of at least 2.5 cm. (1 inch), a right side margin of at least 1.5 cm. (5/8 inch), and a bottom margin of at least 1.0 cm. (3/8 inch);

*A copy of this notice **MUST** be returned with the reply.*

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PART 2 - COPY TO BE RETURNED WITH RESPONSE



Attorney Docket No. 13372-102

Serial No.: 09/821,003

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Renee P. Granito

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Vijay Mayadas

Examiner: N/A

Serial Number: 09/821,003

Group Art Unit: 2152

Filed: March 29, 2001

For: SYSTEM AND METHOD FOR TARGETING AND SERVING MESSAGES BASED ON COMPLEX USER PROFILES

To: Assistant Commissioner of Patents
Washington, D.C. 20231-0001

SUBMISSION OF FORMAL DRAWINGS


Sir:

In response to the Notice to File Corrected Application Papers dated May 30, 2001, please find attached, herewith, formal drawings which are to be entered into the above-identified application for those corresponding sheets on file. Changes, as required, are incorporated in the new drawings without the addition of new matter.

No fee is required, however, in the event fees are required please charge any underpayment of fees to or credit any overpayment of fees to Deposit Account No. 03-2410, order no. 13372-102.

Dated: June 26 2001

Respectfully submitted on
behalf of Applicant,

By: 
CHRISTINE M. KUTA
Reg. No. 38,001
Attorney for Applicant